

5 years of the *Make Sense* campaign

MERCK

The *Make Sense* campaign is a unique initiative by the European Head and Neck Society (EHNS), aiming to raise awareness of head and neck cancer, and ultimately improving outcomes for patients, by:



Educating about disease prevention



Driving understanding of the signs and symptoms of the disease



Encouraging earlier presentation, diagnosis and referral

The EHNS is a multidisciplinary society bringing together medical experts from across Europe, which cover all disciplines and aspects of head and neck oncology.

Make Sense campaign

Top five highlights over the last five years:



3,267 pieces of coverage generated from 2013 - 2016



17 countries participating with more set to join



3 meetings held at European Parliament and dialogue opened with European Commission



36,529 patients screened in 592 clinics open to the public across Europe since 2013



5,010,260

Launch of #UnitingVoices social media campaign in 2015 with 5,010,260 people reached and the Campaign hashtag (#UnitingVoices) used 368,694 times

MAKESENSECAMPAIGN

At Merck, we are proud supporters of the EHNS and the *Make Sense* campaign. Together we work towards driving awareness and encouraging earlier diagnosis and treatment of head and neck cancer, ultimately saving lives

Year on year we have demonstrated our dedication to improving outcomes for patients around the world through the annual European Head and Neck Cancer Awareness Week

Here is how Merck teams supported the *Make Sense* campaign and Head and Neck Cancer Awareness Week in 2016 - their enthusiasm, creativity and team spirit are inspiring!

